

Opportunity Presentation

- We want a standard Presentation
- DRAFT for Meetings.
- Then a short presentation, videos, etc
- Understand the PHILOSOPHY



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Past Presentation

- Presentations vary greatly
- Differences in philosophy



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Current Pitch

- To pioneer OneCoin the pitch is simple.
Bitcoin Boom Pitch.
 - Crypto/Bitcoin boomed. \$1100.
 - Did you miss out on Bitcoin boom?
 - Welcome to OneCoin. Dr Ruja is guru.
 - [Now] Company Boom is credibility
 - Invest now, what could price be in 3 years?



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Current Pitch

- Works incredibly well!
- Problems
 - Competitors. Other Crypto-MLMs can copy Bitcoin story. The presentation should kill them off!
 - Bitcoin. If problems with Bitcoin? OneCoin is nearly bigger. OneCoin has different strategy. We need to have a 'post-bitcoin' story
 - Credibility. Does not explain the key question 'WHY have Crypto-currency?' so looks like a scam using Bitcoin like a short-term investment pitch as it has no credible business story



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Philosophy

- OneCoin should be about the Coin & Mining NOT the 'network' story as in other networks.
- The 'why join' ... 'money & boom' works! Presenter can explain if needed.
- Evolve away from simple Bitcoin..

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Elements

1. Attention - OneCoins success is BUZZ
2. Pitch - The Bitcoin boom pitch. YES!
3. Credible - Why CC? Unique. Fast
4. Close - What Now? Urgency.



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Process

- Read Draft and provide Feedback
- Read Final Version - feedback
- Add Graphics and final version
- Implement, translations, feedback



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THE SUCCESS STORY STARTED ONE YEAR AGO

1,300,000
MEMBERS

Euro 1.5bn

245
COUNTRIES

500
Millionaires

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Why is OneCoin the fastest
growing consumer company in
the world that will create more
millionaires from the masses in
the history of the world?
Scam? Hype? Learn the facts?

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Opportunities that truly impact the world only happen once every decade or so...

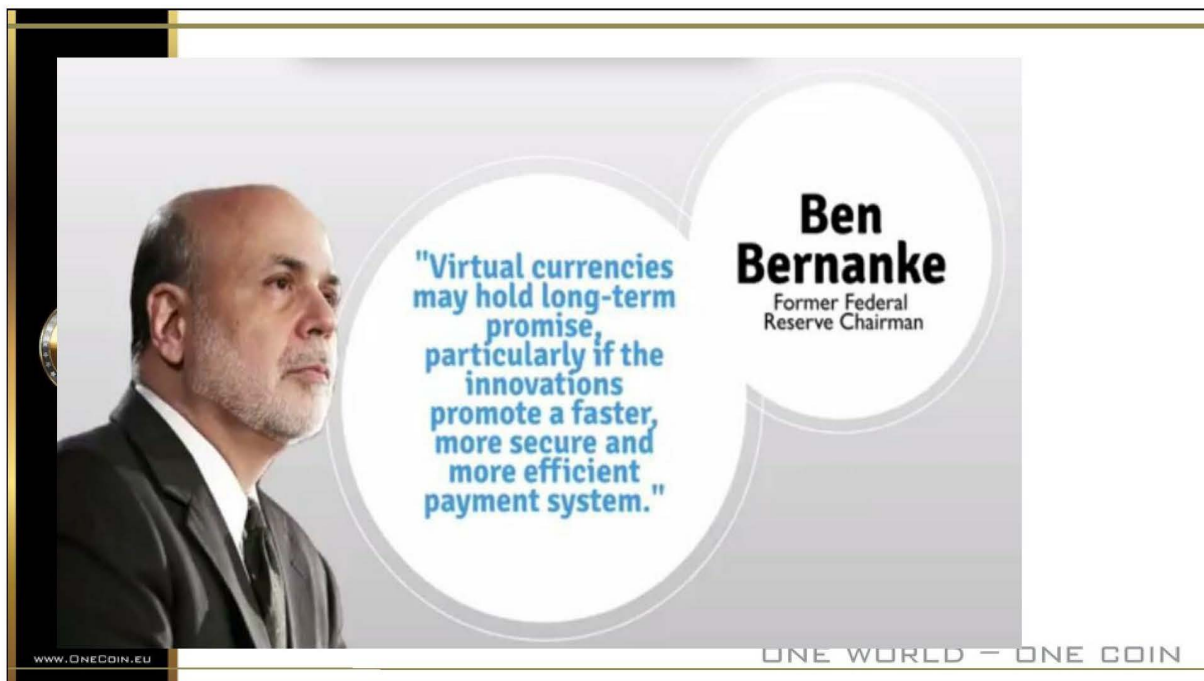


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Crypto-currency

Cryptocurrency is digital currency that uses cryptography for security and anti-counterfeiting measures. The first cryptocurrency to be created was Bitcoin in 2009. The value of cryptocurrency is not tied to any country or central bank. The value is driven only by supply and demand.



Value of 1 Bitcoin

2009: 1 x Bitcoin: USD 0.10

2013: 1 x Bitcoin: USD 1100



New Currencies

Bitcoin paved the way for new currencies to enter the market. OneCoin is superior to its competitors due to its technological concept and marketing strategy



Cryptocurrency

The value of this currency is dependent on supply and demand. Cryptocurrency behaves like gold and silver.



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Bitcoin

People were skeptical now
its being accepted
everywhere!



blogs.wsj.com/digits/2015/10/22/eu-rules-bitcoin-is-a-currency-not-a-commodity-virtually/

THE WALL STREET JOURNAL.

6:15 am ET
Oct 22, 2015

EUROPE

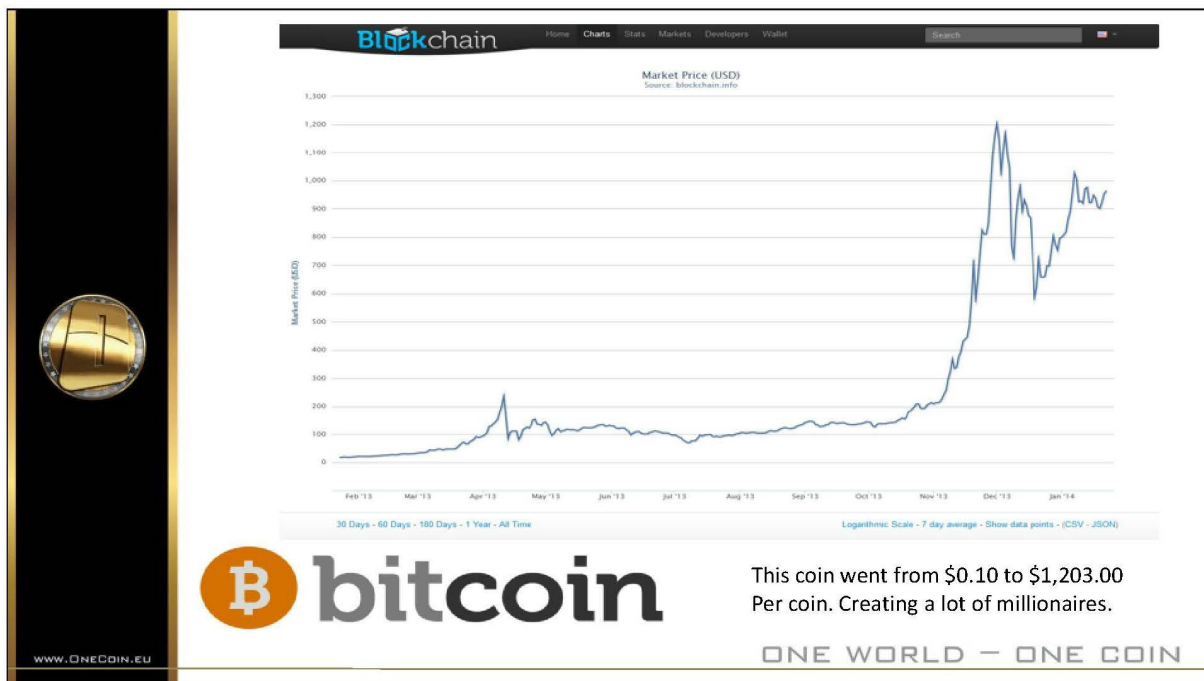
EU Rules Bitcoin Is a Currency, Not a Commodity—Virtually

The ruling is a significant boost for bitcoin in one of the world's largest trading areas. — Bloomberg News

Europeans: Go buy some bitcoins. They're tax free.

Virtual currency bitcoin took another step toward legitimacy Thursday, when Europe's top court ruled that it must be treated like a currency—not a commodity—for tax purposes.





Someone who took action



Jered Kenna - Bitcoin Millionaire

Purchased his first batch of 5,000 coins for \$0.20 a piece. (\$1,000)

He traded them for approximately \$258 a piece..... earning himself a \$1,290,000 profit.



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Someone who missed out!



Tom N
Ft. Lauderdale, FL

"In 2009 my friend Steve had been buying thousands of bitcoin between \$0.13 - \$0.50 cents each...

Steve told me I should buy some myself

I went on the internet to do research and found a bunch of articles saying bitcoin was a ponzi scam

So I decided to pass up on the opportunity

4 years later Steve could sold his coins for over \$900 per coin earning himself an \$8,000,000 profit!



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You missed the Bitcoin boom.
Are you interested in riding the
next crypto-boom?

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OneCoin™ Founder
Dr. Ruja Ignatova – World Expert in Crypto-Finance



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Professional Background

- Degree in Law from The University of Oxford
- Masters Degree in Economics from the University of Konstanz
- Former Associate Partner with McKinsey & Company
- Former CEO & CFO of one of the largest Asset Management Funds in Bulgaria

McKinsey & Company Expertise

- Corporate Banking
- Private Equity (KKR, TPG)
- Asset Management
- Risk Management
- Operating & Liquidity Risk

Additional Expertise

- Multiple projects for Texas Pacific Group (TPG)
- Awarded Business Woman of the Year 2012 in Bulgaria
- Prior Consulting Experience in cryptocurrency.

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THE SUCCESS STORY STARTED ONE YEAR AGO

1,300,000
MEMBERS

Euro 1.5bn

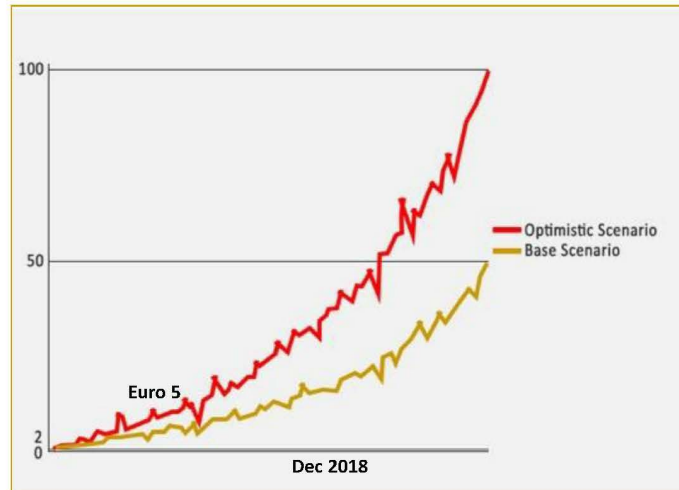
245
COUNTRIES

500
Millionaires

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Where will OneCoin be in 3 years?

In EUR



Disclaimer: the price chart presented above is based solely on predictions - whether these values will be reached depends on commitment and effort by company members.

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Why does the world need
crypto-currency?
If it does, who will win and why?

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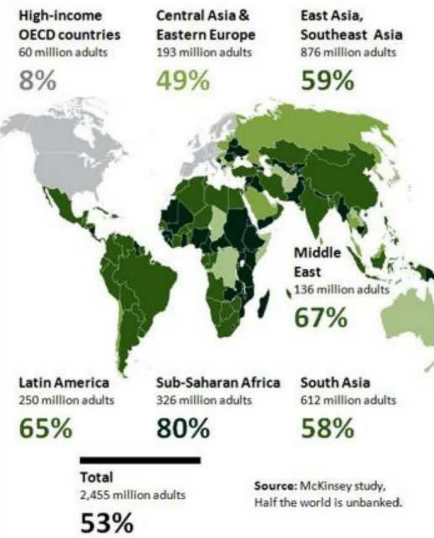
1. Two Bn 'Unbanked'

- World Bank reports that 40% of world's Adults, two billion people, have no 'banking'. No bank accounts.
- No financial empowerment. No loans. No development. No security. No hope. Source of all majors developing world problems.
- World's No1 Problem!

Counting the World's Unbanked

Percentage of total adult population who do not use formal or semi-formal financial services.

0-25% 26-50% 51-75% 76-100%





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- No banking because too hard, too expensive.
- Empowerment starts with currency. Cryptocurrency allows for ultra-low cost banking because digital mobile based.
- Market worth – trillions

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2. Remittances

- Person-person international money transfers
- \$583bn – 2014 World Bank
- 9 countries - 20% of GDP
- Up to 29% cost. Average 7.7%
- \$22trn in business-business
- Expensive, Restricted, Inconvenient
- Crypto-currency – 80% cheaper, faster, unlimited



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3. Protect Income & Wealth

- If your income & wealth is based in a currency, it is dependent on the strength of a currency.
- Most currencies are weak
- 'Strong' currencies are being destroyed



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www.shutterstock.com · 36953851



Crypto-currency has no inflation

- The world is looking for a new secure inflation-proof, government proof currency.
- Crypto-currency is only option!
- Opportunity in trillions.



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Market Summary

- Three Uses - Unbanked, Remittances and Protecting wealth.
- \$trillion opportunity

\$1,000,000,000,000



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facebook



The Winners

Crypto-currency is digital, global and networked. Like Facebook.

There will be only one or two global cryptos. They are a
'Reserve Crypto-Currency'

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Reserve Currency

- What the world transacts in. Safe-haven.
- 63% of reserves in US\$. 22% in Euro.
- World commodities in \$US.



Google - Countries such as [Russia](#) and the [People's Republic of China](#), central banks, and economic analysts and groups, such as the [Gulf Cooperation Council](#), have expressed a desire to see an independent new currency replace the dollar as the reserve currency.



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The Seven Tests™

- A Reserve Crypto-Currency must have:
 1. Coin Number. Billions of coins.
 2. Developing World Coin Value. Never use 0.002 Bitcoin!
 3. Millions of Users.
 4. Millions of merchants. Usability
 5. Global Usage. Networked world.
 6. Education Led. Mass market need education
 7. Secure. Security of currency AND security of use



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Why Bitcoin Fails

1. Coin Number. Only 21mil - FAIL
2. World Coin Value. \$300 - FAIL
3. Millions of Users. 1mil - FAIL
4. Millions of merchants. 200,000 - FAIL
5. Global Usage. Limited - FAIL
6. Education Led. Nothing. - FAIL
7. Secure. – Strong.



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The biggest race in the world is to
create the world's first Reserve
Crypto-currency and solve the
world's greatest financial challenge
and change the world forever.

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How to create the World's 1st Reserve Crypto-Currency

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OneCoin Strategy

- World Authority on crypto-finance who as an entrepreneur, she developed a strategy and business to create OneCoin.
- Core Philosophy – T.E.D.
 - *Technology*
 - *Education*
 - *Distribution*



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Eight Keys

1. Centralised Mining – Creates security for mining pool for non-technical people.
2. Trust- Only Independently audited blockchain.
3. Company only manages mining platform and exchange. Opportunity is crypto-finance banking.
4. Company must promote the coin.
5. Education first for miners as mass-market. OneAcademy.
6. Normal marketing costs to find miners. Commission-only.
7. Step One is Mining Opportunity. Invitation only private mining pool for masses.
8. Best distribution concept to find people to find miners, users and merchants globally is Network Marketing.

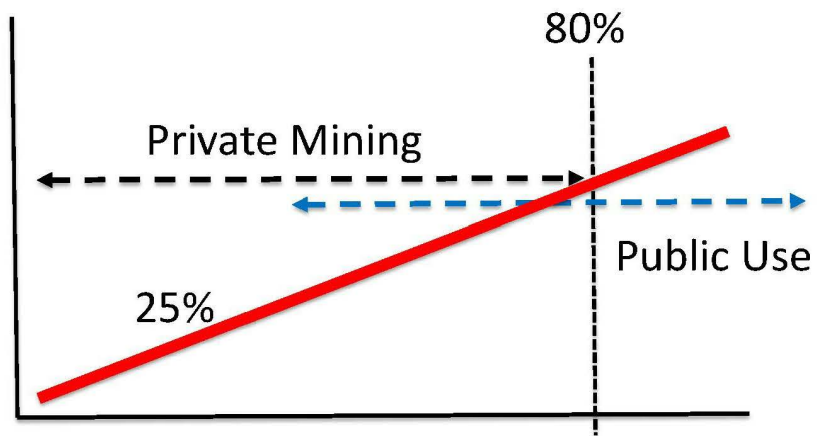


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Step 1 - Mine enough coins for global use. Mine, don't sell!

Step 2 – Develop Global User Platform. Pioneer 2016

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OneCoin Passes the Seven Tests

1. Coin Number. 2.1bn coins. 100x Bitcoin.
2. Developing World Coin Value.
3. Mass Millions of Users. 1.3mn members so far. 5,000 join per day.
4. Millions of merchants. By Members. 24 million Mastercard
5. Global Usage. 200+ countries. All regions.
6. Education Led. OneAcademy
7. Secure. Centralised. Audited. KYC.









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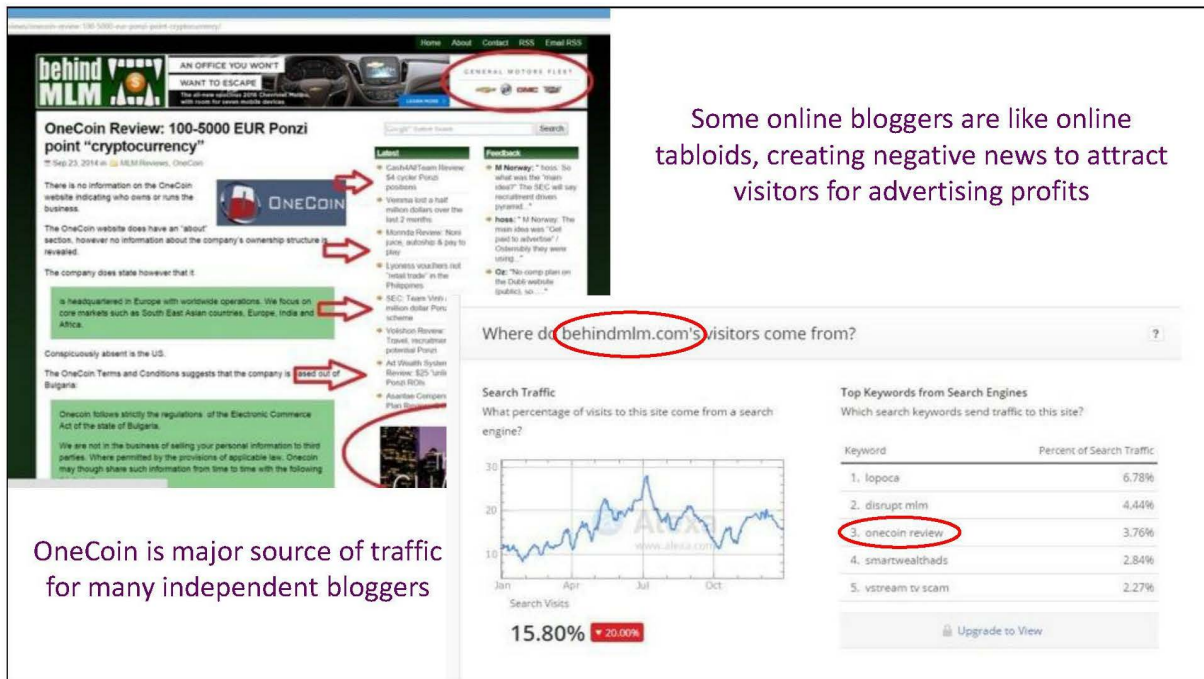


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Evolution is Normal yet Tough!

 Netscape	vs.	
		
	vs.	
	vs.	

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NEWS • TECHNOLOGY

Stanford Joins NYU and Duke in Offering Bitcoin Course

Grace Caffyn (@GCaffyn) | Published on August 24, 2015 at 12:17 BST

NEWS IN BRIEF

649 751 60 107 157

Stanford is joining NYU and Duke University in offering a course on bitcoin – kicking off with a free security webinar tomorrow.

The college's new course, *Crypto Currencies: Bitcoin and Friends*, launches on 21st September. Besides Stanford students, it will be open to professionals completing their [graduate certificate](#) in cyber security.

Computer Science professor Dan Boneh, an expert in applied cryptography, will lead the course – which tackles security across the entire bitcoin ecosystem. In a release he said:

"The technology behind bitcoin and other crypto currencies can be an indispensable tool for protecting information."

While the introductory webinar is free, tuition for the remainder of the sessions clocks in at [\\$3,960](#) (a \$600 discount for attendees from one of Stanford's [member organisations](#)). To complete the certificate, which requires four modules in total, will cost between [\\$13,440 and \\$18,480](#).

Founded in 1885, Stanford frequently ranks in the [top five](#) universities in the US, only 5.7% applicants who apply are accepted. While [not the first](#), it is the most prestigious school to offer

Our Product is the One Academy



1.	What is crypto currency?
2.	The powerful benefits of crypto currency.
3.	How to trade crypto currency.
4.	The future of crypto currency.

**You also receive FREE Tokens that you can
convert/mine into Crypto-Coins.**

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With the Education you receive Extra Value!

	Level 1 - Academy 130 euros 1000 tokens		Level 4 - Academy 3030 euros 30,000 tokens
	Level 2 - Academy 530 euros 5000 tokens		Level 5 - Academy 5030 euros 60,000 tokens
	Level 3 - Academy 1030 euros 10,000 tokens		Level 6 - Academy 12530 euros 150,000 tokens

You can increase the number of tokens you get through Splits. The higher the package, the greater number of splits.

* Each product package has a one-time registration fee of 30 EUR added

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Financial opportunity

- Earn Commission Referring Miners
- Build team – No monthly qualification
- 300 people earn Euro35k per week.
- Amazing Support



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The more difficult the mining becomes, the higher the price of the cryptocurrency

The higher the mining difficulty, the higher the coin price!



Join early for profit!
The more difficult mining,
the higher the coin price!!

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Join the Mining Platform by
selecting Education Package.

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